

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	30 MAY 2025
Team ID	LTVIP2025TMID52391
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:


Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 90 minutes to prepare
- 5 steps to collaborate
- 8 people recommended

1

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

90 minutes

2

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

3

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

4

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

Open article

5

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

90 minutes

6

How might we help users understand housing market trends by visually analyzing sales prices and property features using Tableau?

7

Key rules of brainstorming

To run an efficient and productive session

- Stay in focus
- Defect judgments
- Go for volume
- Encourage wild ideas
- Listen to others
- Be present, be useful

Step-2: Brainstorm, Idea Listing and Grouping

1

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

Don't worry about ideas being good or bad. Just get them down on paper.

Problem

Identify and analyze the key features influencing housing sale prices through statistical methods.

Segment the dataset by location and property type to uncover localized pricing trends.

Handoff

Design interactive Tableau dashboards to visualize housing price trends over time and location.

Develop geospatial maps to showcase regional variations in housing prices.

Engineer new variables such as price per square foot to enrich trend analysis.

Analyze seasonal and temporal patterns in housing sales for better forecasting.

Integrate forecasting models within Tableau to predict future market trends.

Enable dynamic filtering and drill-down features for user-driven exploration.

Use clustering techniques to group similar properties and identify pricing bands.

Create comparative dashboards to evaluate pricing differences across cities or property types.

2

Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

30 minutes

Stick labels on the back of the sticky notes and use them to group related ideas.

Enable dynamic filtering and drill-down features for user-driven exploration.

Interactive Dashboards and User Exploration

Integrate forecasting models within Tableau to predict future market trends.

Location-Based and Temporal Trend Analysis

Identifying and Enriching Key Price Influencers

Use clustering techniques to group similar properties and identify pricing bands.

Understanding what drives housing prices

Step-3: Idea Prioritization

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

